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**AUDIENCE PERCEPTION OF CELEBRITY INSTAGRAM LIFESTYLE AMONG YOUTHS IN NIGERIA. A STUDY OF NAIRA MARLEY'S ILLICIT DRUG DISPLAYS ON INSTAGRAM.**

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**ABSTRACT**

The social media are becoming increasingly essential for public communication. They have significantly impacted on the lives of people in general and the youths in particular. Since most youths are avid followers of celebrities, some celebrities have now become influencers and have used such influence to shape the lives of their followers. However, there have been cases of rising drug misuse and substance abuse stemming from online influence on the youths. The objectives of this study were; to examine if Nigerian youths recognise and follow Naira Marley on Instagram; to determine if the youths are conversant with Naira Marley as a Nigerian celebrity; and to determine if Naira Marley displays acts that could instigate drug abuse on his Instagram page. This study was anchored on the Social Influence Theory and Social Cultivation Theory. The study employed a quantitative survey through the use of an online questionnaire to gather relevant data. A sample size of 385 was gotten from the use of the Australian calculator. The findings of the study showed that Naira Marley displays acts that could instigate drug abuse on his Instagram page (41.82%), showed that Nigerian youths recognise and follow Naira Marley’s online activities as a Nigerian celebrity (65.71%). Findings also revealed that the youths are familiar with Naira Marley as a Nigerian celerity (51.69%). The study recommended that social media usage should be controlled by the media managers in the operating rooms of these platforms and there should be more awareness to allow people know about the hazards of excessive social media consumptions. The study concluded that a high percentage of the youths like the social media and that celebrity lifestyle also influences youths’ perception of life.